

**ALAMEDA GOLF COMMISSION  
MINUTES OF REGULAR MEETING (Revised)**

**Wednesday, February 17, 2010**

**1 CALL TO ORDER**

Chair Jane Sullwold called the regular meeting to order at 6:30 p.m. at the Chuck Corica Golf Complex, Ladies Lounge, 1 Clubhouse Memorial Road, Alameda, CA 94502

**1-A ROLL CALL**

**Present:** Chair Jane Sullwold, Commissioner Ray Gaul, and Commissioner Jeff Wood, Commissioner Bill Delaney and Commissioner Betsy Gammell

**Absent:** Commissioner Bill Schmitz

**Staff:** John Vest, General Manager, and Matt Wisely, Superintendent

**Also Present:** None

**1-B APPROVAL OF MINUTES**

Not Available

**1-C ADOPTION OF AGENDA**

The Commission unanimously adopted the agenda.

**2 ORAL COMMUNICATIONS**

None

**3 COMMISSION COMMUNICATIONS**

Chair Sullwold advised that the preliminary non-profit organization plan for the Mif Albright was presented at the City Council meeting last night, and was well-received by the Council. The Council stated that nothing was going to happen regarding this issue until the consultant who was hired to do a generic study of non-profit golf course operation presented his report at the March 2 City Council meeting, at which time the public and the Golf Commission can comment on his report. Joe VanWinkle will meeting with Interim City Manager Ann Marie Gallant on Friday to present his draft business plan.

Commissioner Bill Delaney, who has been appointed to the Recreation and Parks Commission, tendered his resignation to the Golf Commission. Commissioner

Gammell recommended that Chair Sullwold talk to the Mayor about returning the Golf Commission size to five members, as Bob Wood was never replaced, and Commissioner Gammell's term is going to be up at the end of October. Chair Sullwold stated that her own term and that of Vice Chair Schmitz technically expired in October 2009, but neither has been reappointed. Norma Arnerich advised that Golf Commissioners remain in office until a replacement has been appointed and sworn in. Chair Sullwold suggested that something needs to be done, because the municipal ordinance provides for seven Golf Commissioners, and specifically defines a quorum as four members, meaning if more than one member is unable to attend, the meeting must be canceled.

## **4 AGENDA ITEMS**

### **4-A Status Report on RFP**

At last night's Council meeting, Ann Marie Gallant announced that it is likely that the RFP recommendation will be presented to Council at the second meeting in March which would be March 16. The first meeting will be only be the Mif Albright issue which will be the consultant's report and the Mif coalition report.

### **4-B Discussion of Proposal to Operate Mif Albright Course as non profit**

Joe VanWinkle stated they have received funding and they have a plan prepared. The plan is in a review state at this time and there are consultants who are offering their assistance along with a foundation and operators. They have a meeting on Friday with the City Manager, and based on the direction from Council member Lena Tam, they are looking for a proposal by the 25<sup>th</sup>. Council member Matarrase stated that he would also like to see the plan and made a motion last night to have the plan looked at in detail. Chair Sullwold stated that she, Norma Arnerich and Joe VanWinkle attended a meeting prior to the Council meeting at Pat Bail's house. Ms. Bail has put together a Alameda Sports Coalition, which consists of representatives from all team sports that children participate in Alameda. The goal of the group is to consolidate the powers of all the sports. Ms. Bail informed Mrs. Arnerich that she sent out an email to all sports groups asking for donations. The question of insurance on the course was brought up by the City Manager. The non profit has applied for insurance, and in addition to Director's and Officer's insurance under the 5013(c) organization, there also has to be \$2,000,000 of liability insurance with the City of Alameda being named as the insured.

### **4-C Update on Golf Complex Finances**

Bob Sullwold stated that January had a lot of rain, and was not a good month as compared with January 2009. But more rounds and revenue were generated in January 2010 as compared with January 2008. The net income in January was \$37,000. For the seven months of the fiscal year, the rounds show a decline on the Fry course of 14% and the Clark course of 11%. On the revenue side, there was a decline of 11.62% on the Fry course and a decline of 4% on the Clark course.

Although rounds and revenue are down for that seven-month period, net income from operations was \$521,000, of which most went to the City, leaving a bottom line of \$406 profit. On a cash flow basis, the course generated \$444,000. After payments to the City, the Enterprise Fund was drawn down by \$152,000, leaving a balance of \$1,077,231. At the City Council meeting of January 25, the City Manager presented a historical performance report for the Golf Complex during the last ten years, showing a consistent decline until the fiscal year 2005-2006. The net income on a cash basis in 2005-2006 (prior to City transfers) was \$357,000; the following year it was \$700,000; then in 2007-2008 it was down to \$171,000, when the entire amount of the four-year golf cart lease was expensed, NGF was paid about \$100,000, and we were charged for the Beltline lawyers.

#### **4-D Consideration of Memorial Bench Program for the Golf Complex**

Matt Wisely stated that he received a catalog showing the benches run from \$370 to \$700 for the plastic versions. Chair Sullwold suggested that Norma Arnerich and Connie Wendling form the committee to pursue this.

### **5 ORAL REPORTS**

#### **5-A Golf Shop and Driving Range activities report by John Vest**

John Vest stated that batteries on some of the carts have been replaced and EZ-Go has replaced all 120 charges in the cart barn. 37 receptacles have been replaced and a new timer has been installed. Kemper Sports has an in house marketing team and Mike Winkenbach participates in a monthly call with this team. They have been working closely with Golf Now regarding putting on the website upcoming promotions. During the Men's Club new member event, they ran a raffle on the first tee raising \$600 and gave away wedges, jackets and sunglasses. Working with the Men's Club, pace of play is going to be addressed. The Get Golf Ready program did not go as well as some other properties. Some different packages are going to be developed to encompass all types of golfers including developing juniors. The Junior Golf flyers should be ready this week. The Super Bowl promotion only had about 40 players. Norma Arnerich asked about the fact that the high school players will now be charged for range balls and John Vest stated that this change was made pursuant to Dale Lillard's instruction. Chair Sullwold suggested that a letter be written to the Council regarding this issue. The Commission requested that John Vest communicate with Dale Lillard regarding this.

#### **5-B Golf Complex Maintenance activities report by Matt Wisely**

Matt Wisely stated that we have had a lot of rain in the last month. He also stated that they were going to be sodding the 4<sup>th</sup> tee on the North Course and also the approach areas on the 6<sup>th</sup> and 7<sup>th</sup> fairways of the South Course. Also, they are planning to aerify the greens on March 1<sup>st</sup> and 2<sup>nd</sup>, but that is weather dependent.

**5-C Beautification Program and Junior Golf Club by Mrs. Norma Arnerich**

Mrs. Arnerich stated that issues she had previously were covered.

**5-D Golf Complex Restaurant Report, Jim's on the Course**

None

**6. COMMISSIONERS' REPORTS**

**6-A Marketing and Promotions, Commissioner Gammell**

None

**6-B Maintenance, Buildings, Security, Albright Course and Driving Range, Secretary Wood**

None

**7. ORAL COMMUNICATIONS, NON-AGENDA (Public Comment)**

None

**8. OLD BUSINESS**

None

**9. WRITTEN COMMUNICATIONS**

Included in the Commission packet was a memorandum to the Finance Department showing a surcharge payment for January 2010 of \$4,792. The year-to-date total to the General Fund is \$70,904.00 for FY 2009/10.

**10. ITEMS FOR NEXT MEETING'S AGENDA**

- Status Report on RFP
- Discussion of proposal to operate Mif Albright course as a non-profit operation
- Update on Golf Complex Finances
- Consideration of a Memorial Bench program for the Golf Complex

**11. ANNOUNCEMENTS/ADJOURNMENT**

The meeting was adjourned at 8:00 p.m.

The agenda for the meeting was posted 72 hours in advance in accordance with the Brown Act.